

INFORMATION CONTENT DISTRIBUTION BASED ON PRIVACY AND/OR

PERSONAL INFORMATION

ABSTRACT

4 The present invention provides methods and apparatus to
5 protect user privacy while accessing information in public
6 places, using both public and personal devices. This is
7 achieved by employing a mechanism that prevents private
8 information from being displayed on public devices. Instead,
9 this type of information is made available only to a user's
10 personal device(s) that the user carries and/or trusts. An
11 example embodiment of the invention shows relevant parts of
12 the information content, referred to also as information
13 documents or simply documents, to multiple devices based on
14 privacy level and user preferences. Embodiments of the
15 present invention also provide personalized services based
16 on privacy levels defined by users. These users can for
17 example be customers of a retail store. The service provided
18 is sometimes also based on user history of accessing infor-
19 mation documents. It permits personalized information to be
20 sent to a customer's personal device.